

Cultural Council Minutes

September 21, 2011

Present: Amy Whittenburg (Chair), Nora Carlson, Leah Kliger, Melissa Nelson, Rebecca Devere, Gaerda Zeiler, Ellen Miller-Wolfe (Staff)

Absent: Erik Gordon, Trent Latta, Bhaj Townsend, Cathy Heffron, Julie Huffman (staff)

CALL TO ORDER/WELCOME

REPORTS AND PRESENTATIONS

Karen VanderHoek, member of the Kirkland Arts Center Board, asked Cultural Council members to consider attending the KAC auction on October 15, 2011.

Gus Denhard described the concerts of the Early Music Guild at the Northlake Community Church and received suggestions from the Cultural Council on strategies for fundraising and marketing his organization. Cultural Council suggestions included: using blogs and newsletters; placing items in auctions; attending and participating in CACHET event; providing musicians for artilization; and connecting with senior homes and with schools.

APPROVAL OF MINUTES

The Cultural Council reviewed the minutes of June 28, 2011 and July 20, 2011. Minutes approved.

CODE OF CONDUCT

Ellen Miller-Wolfe distributed the Code of Conduct for signature. Several of those members present signed copies and absent members will be mailed copies for signature.

NEW BUSINESS

The decision is to hold off on a retreat given status of workplan but to hold a robust discussion on mission and objectives at the October meeting including the yearly review of the 2020 Plan.

The Council discussed recruitment and noted that applications for Marianne's position were due to the City Clerk on October 6 and that staggering positions suggested that the Council hold off on filling any other vacancies.

CACHET

The group noted that the invitation needed to be mailed to Julie's list.

Artilization

Rebecca reported that outdoor artwalks were done and now activity would go indoors. She indicated that there was an interest in having music and that she and Kathy Feek would be meeting with businesses to ask them to stay open late on artwalk nights.

Public/Private Art

Ellen noted the status of work on 85th and that the public art that had been discussed is attached to a later phase of the project.

Heritage

Ellen reported that a new downtown wayfinding sign will feature the Market Street Historic District. Nora will continue to attend meetings of the Heritage Society and will report out on their meetings.

OLD BUSINESS

Ellen presented the draft workplan (Attachment A). She reviewed it with the Cultural Council and said that it would next go to the Economic Development Council and then Council of the Whole the second meeting in October. Leah Kliger presented her revisions to the draft workplan (Attachment B). Discussion ensued. Ellen will pass Leah's revisions (which were adopted by the Cultural Council) along with the following additional points made by Cultural Council members at the meeting:

- Add KCC Strategic Plan to the analysis
- KCC wants more participation in the workplan including helping to collect information on other cities (including what department houses arts programs and the effectiveness of those programs), incorporating strategic plan findings in the mix,
- KCC wants more iterations of KCC and EDC review of interviews and other findings need to be incorporated in the workplan
- KCC wants more language in the workplan that includes the existing KCC model in the mix of options to be analyzed
- KCC wants consideration given to outsourcing staffing for both Cultural Council work and the analysis
- KCC wants to explore what is the program that is most appropriate for Kirkland

There was a suggestion to invite 4Culture to the next meeting as people were unable to go to the LAA meeting in Shoreline where the topic of arts in a time of austerity was to be discussed.

Meeting adjourned at 6:15 pm.

Cultural Council Workplan

Discussion Draft 091611 by Ellen Miller-Wolfe

Workplan Objectives

- Analyze the Cultural Council's mission and scope
- Recommend options for functions that should remain within a city advisory board and those that are appropriate for an outside agency
- Develop an estimate of annual staff support for city-retained functions
- Develop an estimate for outside agency assumption of Cultural Council functions
- Take initial steps to implement the model for cultural, arts and heritage services to the community. (Options could include those presented to City Council in July, 2011 and variations).

Information Gathering

Staff, with assistance from an outside consultant and volunteers not currently serving on the Cultural Council, will conduct research about other cities and agencies to answer questions posed by City Council members.

Research questions may include but not be limited to the following:

- What other cities in King County have arts councils? Provide general demographics of these cities along with arts data.
- What is their mission and scope and how does it compare to the Kirkland model?
- What level of funding (dollar amount) is allocated to the arts council and other arts-related activities?
- What level of staffing (FTE) supports the arts council and other arts-related activity?
- What are the sources of funding for the arts? (admissions tax, lodging taxes, general fund...) Differentiate between direct funds to arts agencies versus funds for an advisory board
- Do any arts councils raise funds for their activities?

Analysis*

Research and analysis will aim to answer these questions:

- What is the City government role in supporting the arts in this community?
- What benefits come from having an arts council?
- How can we optimize the work of the Cultural Council to enhance benefits to the community? What does the framework for optimizing arts services to the community look like?
- How much financial or staff support is the City willing to provide and what can be accomplished with those resources?
- What are the benefits and challenges of services being provided by the City versus an outside agency?
- How would we measure performance going forward?

*Note that analysis does not include the existing Cultural Council structure because it is not necessary to analyze maintaining the status quo.

Process

The City Council has allotted a little over a year to come up with a plan for arts, culture and heritage for Kirkland. The suggested calendar allows time for analysis as well as for implementing whatever model or models are decided upon.

- Review video of City Council consideration of options for KCC (September, 2011) and letters to the City Council
- Prepare workplan for review by KCC and EDC (September, 2011)
- Bring workplan to City Council for review and approval (October, 2011)
- Retain consultant for interview, facilitation and other duties as required (October-November, 2011)
- Gather background information from other cities and agencies (October-November, 2011)
- Interview KCC, EDC, staff and others (November-December, 2011)
- Present findings and explore **Analysis** questions with KCC and EDC possibly in a one-day workshop retreat (January, 2012)
- Generate a report of workshop outcomes for general consumption (KCC, EDC, Council reading file (February, 2012)
- Prepare recommendations for future arts model (February-March, 2012)
- Share recommendations with KCC and EDC (April, 2012)
- Bring recommendations forward to City Council (May, 2012)
- Implement decision (Possible budget revisions, partnership agreements, nonprofit development...) (May-December, 2012)

September 21, 2011

TO: Kirkland Cultural Council Members, Ellen Miller-Wolfe, Julie Huffman, GG Getz, Kathy Page Feek

FROM: Leah Kliger, Cultural Council Member and Past Chair

RE: Cultural Council Workplan Discussion Draft 09 16 11

Ellen's draft workplan is a good starting point as the City of Kirkland, current and former Cultural Council Members, City staff, the City Manager, and City Council members ponder the future of the Kirkland Cultural Council. My comments on the workplan itself are shown in bold, beginning on page 2.

A note on the workplan. Ellen's draft indicates current members of the Cultural Council would be **unable** to participate in the information gathering and/or the analysis phase of this project. As a Kirkland citizen and member of a City Board (as opposed to being a paid City staff member), I have a 1st amendment right to gather and contribute information to the City of Kirkland for this project. In fact, I have been asked to do so by City Council members. Other members of the Cultural Council have also expressed interest in helping with this project.

Cultural Council members have a wealth of knowledge about the arts, have previously been instrumental in the development and implementation of the recommendations called for in the Vision 20/20 plan for the arts, culture and heritage, and have worked tirelessly to assure that one of the City's main 'brands' is alive and well. We have previously gathered and provided same/similar, reliable and accurate information as is being asked for in both the information gathering and analysis phase of this project. We would save precious City tax dollars payers if we limited the use of an outside consultant.

Estimated breakdown of current funds:

• City Council Funds allocated in July	\$25,000
• 4Culture (remainder of 2011 allocation)	4,000
• 4Culture 2012 allocation	8,500
• ARTisan Gourmet fund raising,	1,800
• Miscellaneous (charm sales, carry forward funds)	<u>5,000</u>
Total	\$ 44,300 ESTIMATED

Managing and using these funds wisely is imperative. Hence, rather than hiring an outside consultant for this project, I propose that the City contract with a professional arts and culture administrator at an hourly rate for the remainder of the budget year (July, 2012). The arts administrator, working with volunteers, could gather the information required for this project. S/he would also direct, manage, and implement Cultural Council goals and related arts/culture/heritage projects. This would not only save money but would enable our very busy current city staff Ellen and Julie to concentrate on their other roles and responsibilities.

Leah Kliger's comments are in bold:

Cultural Council Workplan

Discussion Draft 091611

Workplan Objectives

- Analyze the Cultural Council's **current** mission, **vision, current goals, scope of work, and the responsibilities and objectives and goals outlined in the Vision 20/20 Plan reviewed by former City Council members and adopted by the Cultural Council at several Cultural Council retreats.**
- **What are the recommended options for Cultural Council functions?**
 - **What** functions should remain within a city advisory board?
 - **What functions should be jettisoned?**
 - **What functions could be appropriately taken on by an organization or agency outside the purview of the City?**
- Develop an estimate of **bi-ennial dollar support for F.T.E. staff and/or a contractual professional arts administrator to** support for city-retained functions,
- Develop a **dollar estimate of what it would take (i.e. operations, staff, fund raising, etc.) for an outside organization or agency to assume Cultural Council functions. What role and future dollar support from the City would be necessary in this scenario?**
- Take initial steps to **explain and** implement the model for cultural, arts and heritage services to the community. (Options could include those presented to City Council in July, 2011 and variations).

Information Gathering

Staff, with assistance from an outside consultant and volunteers, **including those** currently serving on the Cultural Council, will conduct research about other cities and agencies to answer questions posed by City Council members. Research questions may include but not be limited to the following:

- What other cities in King County have arts councils? Provide general demographics of these cities along with arts data.
- What is their mission and scope (**including % for arts programs**) and how does it compare to the Kirkland model?
- What level of funding (dollar amount) is allocated to the arts council and other arts-related activities?
- **What City department(s) staff/manage the arts council?**
- What level of staffing (FTE) supports the arts council and other arts-related activities ?
- What are the sources of funding for the arts? (admissions tax, lodging taxes, general fund, **grants, 4Culture), etc.** Differentiate between direct funds to arts agencies versus funds for an advisory board
- Do any arts councils raise funds for their activities?
- **How effective do they judge their activities to be?**

Analysis*

Research and analysis will aim to answer these questions:

- What is the City government role in supporting the arts in this community?
- What benefits come from having an arts council?

- How can we optimize the work of the Cultural Council to enhance benefits to the community? What does the framework for optimizing arts services to the community look like?
- How much financial or staff support is the City willing to provide and what can be accomplished with those resources?
- What are the benefits and challenges of services being provided by the City versus an outside **organization** or agency?
- How would we measure performance going forward?

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- Prepare workplan for review by KCC and EDC (September, 2011)
- Bring workplan to City Council for review and approval (October, 2011)
- **Determine scope of work and retain consultant and/or professional arts administrator** for interview, facilitation and other duties as required (October-November, 2011)
- Gather background information from other cities and agencies (October-November, 2011). **Much of this information can be gathered by volunteers.**
- Interview KCC, EDC, staff and others (November-December, 2011)
- Present findings and explore **Analysis** questions with KCC and EDC possibly in a one-day workshop retreat (January, 2012)
- Generate a report of workshop outcomes for general consumption (KCC, EDC, Council reading file (February, 2012)
- **Obtain input and brainstorm recommendations for future arts model from current Cultural Council members**
- Prepare recommendations for future arts model (February-March, 2012)
- Share **draft** recommendations with KCC and EDC (April, 2012) **and make changes as necessary.**
- Bring recommendations forward to City Council (May, 2012)
- Implement decision (Possible budget revisions, partnership agreements, nonprofit development...) (May-December, 2012)